

## **REMARKS**

In response to the above-identified final Office Action, the Applicants amend the application and seek reconsideration thereof. No claims have been added. Claims 24-37 have been cancelled. Claims 1 and 38 have been amended. Accordingly, claims 1-4, 6, 11, 16, 17 and 38 remain pending in the application.

### **I. Interview Summary**

A series of Examiner Interviews was conducted between the Examiner and Applicants' attorney, Jonathan Miller. An agreement was reached via telephone on May 21, 2008 that claim 37 is allowable. The Examiner had a search conducted for claim 37 and confirmed the allowability of the claim after review of the outcome of the search. The Applicants' indicated in this interview that they would submit an amendment incorporating claim 37 and intermediate dependent claims into independent claim 1 to put the application in condition for allowance. This Amendment and Response to the final Office action has been prepared and submitted to implement this agreement. Other claim sets for which an agreement was not reached have been canceled to enable the application to be allowed.

### **II. Claims Rejection Under 35 U.S.C. §103**

Claims 1-4, 6, 11, 16, 17 and 24-38 stand rejected under 35 U.S.C. § 103 as allegedly being unpatentable over *Ticket to Ride*, by Anderson *et al* in view of U.S. Patent No. 7,0690,228 issued to Rose and/or *ElectroTix Offers New Visual Approach to Selling Tickets on Internet*, from Business Wire and/or U.S. Patent No. 5,797,126 issued to Helbing *et al*.

The Applicants have amended claim 1 to incorporate the elements of claim 37 as well as the intermediate dependent claims. The Examiner agreed that the combination of the elements of claim 37, the intermediate claims 35 and 36, and the independent claim 1 were not taught or suggested by the cited references. Further, additional search did not reveal references that could be combined to teach or suggest this combination of elements. Therefore, claim 1, as amended, is not obvious over the cited references and is allowable. Accordingly, reconsideration and withdrawal of the obviousness rejection of claim 1 are requested.

Claims 2-4, 6, 11, 16, 17 and 38 depend from claim 1 and incorporate the limitations thereof. Thus, at least for the reasons mentioned above in regard to claim 1, these claims are also patentable over the cited references. Accordingly, reconsideration and withdrawal of the obviousness rejection of these claims is requested.

Claims 24-37 have been canceled, thereby rendering the rejections of these claims moot.

### CONCLUSION

In view of the forgoing, it is believed that all claims now pending are in condition for allowance and such action is earnestly solicited at the earliest possible date. If there are any additional fees due in connection with the filing of this response, please charge those fees to our Deposit Account No. 02-2666. Questions regarding this matter should be directed to the undersigned at (310) 207-3800.

Respectfully submitted,

BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP

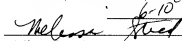
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Melissa Stead 6-10, 2008